

**Official Minutes of the Monday, August 10, 2015****Board of Education Special Meeting - Communication Audit**

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**Call to Order** The Board of Education of Community Consolidated School District 59 in County of Cook, State of Illinois, held a special meeting in accordance with provisions of the Open Meetings Act, according to Illinois law, at the District 59 Administration Center, 2123 South Arlington Heights Road, Arlington Heights, Illinois on Monday, August 10, 2015. President Pro Tempore Ms. Krinsky called the meeting to order at 6:01p.m.

Roll Call **Members Present:** President Pro Tempore Janice Krinsky, Secretary Karen Osmanski, Sunil Bhave, Tim Burns, Mardell Schumacher and Barbara Somogyi.

**Members Absent:** Sharon Robert, President

Others Superintendent, Dr. Arthur Fessler; Assistant Superintendent for Business Services, Vickie Nissen; Ben Grey, Assistant Superintendent for Innovation and Communication; Executive Director of Facilities and Operations, Tony Rossi; Recording Secretary, Kathie Lange.

Also Present Will Hogan, Assistant Principal, Holmes Jr. High; Patti Dowd Schmitz, Consultant - Three Peaks Marketing Group

**DISCUSSION:** Mr. Ben Grey introduced Ms. Patti Dowd Schmitz, consultant with Three Peaks Market Group.

Ms. Dowd Schmitz explained that she and Mr. Grey have conducted listening sessions with the SLT and Communications Committee. The listening session with the Board of Education will be the last session in Phase I of the three phase plan to create a framework for the District's Communications Strategic Plan. The information gathered from all of the listening sessions will be synthesized into an executive summary that will be shared with the Board of Education.

**Ms. Schmitz asked the Board members to share things that are working well with communication in District 59.**

- Weekly Superintendent's Update is an excellent source of communication as it provides current information from the Superintendent and all SLT members.
- Monthly or semester newsletters from the schools
- Website

**Thoughts/Ideas from Board members regarding communication**

- Need for focus groups
- Need for community-wide feedback
- Community-wide newsletter
- How to reach community members who do not have students in D59
- The need to celebrate our diversity

**Ms. Schmitz asked the Board members about the District website.**

- Great appeal
- Sometimes challenging to navigate due to the number of menus

**Ms. Schmitz asked the Board members about Communication with the press**

- Reporters rarely attend Board meetings
- Press releases are helpful

**Ms. Schmitz asked the Board to share what is not working with respect to communication in District 59.**

- Not always having enough information prior to a Board meeting
- Information about Ridge and the Wellington property
- Inability to open an electronic attachment or document
- Quality of the communication being sent out
- The challenge of serving four separate communities
- Some parents do not have internet access
- Information staff receives is not always consistent (how the information is funneled)

Mrs. Schumacher left the Boardroom at 6:55 pm.

Mr. Grey thanked the Board for their feedback and will send a summary report regarding Phase I Listening Sessions.

**MOTION** at 6:59 p.m. by Mrs. Osmanski, seconded by Mrs. Somogyi to adopt the following resolution:

BE IT RESOLVED THAT on the 10th day of August, 2015, the Community Consolidated School District 59 Board of Education meeting is adjourned.

	Roll Call	Ayes: 5	Bhave, Burns, Krinsky, Osmanski and Somogyi.
Nays:	0		
Absent:	2	Roberts and Schumacher	
Abstain:	0		Motion Carried: 5-0-2-0

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Sharon Roberts, President

ATTEST:

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Acting Secretary Pro Tempore